



Neighborhood News

Sacramento County Neighborhood News

Hyper Local, Online Journalism

Serving Diverse Communities

Questions?

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Building the “Bureau’s”

- Repurpose Access Sacramento human, TV & radio production resources
- Train diverse, volunteer, news reporters working with trusted CBO’s in selected diverse communities
- Aggregate digital “tweets”, videos, and photos at AccessLocal.tv & market via cable TV channels
- Partner with professional journalists for training & to develop promising “leads” for their news outlets
- Secure business support to sustain ongoing efforts

Why “Bureau’s” – Why Now?

- **Downsizing in Local Media** - Trained “community reporters” augment and facilitate the work of local professionals.
- **Access Sacramento & Cell Phones** – Digital devices permit portable interaction – Access Sacramento, utilizing digital technologies and crowd-sourcing info gathering, “aggregates” hyper-local news fulfilling our mission to train & share “community stories”
- **Revenue** - New revenue from crowd-sourcing model financially rewards contributors from diverse communities and provides Access Sacramento & partners with new audiences and revenue
- **Inclusion** – Include 40% Internet non-users, partnering with “trusted” NPO’s & CBO’s, to train volunteers (English & Spanish), & post relevant “social media” to web site for local “conversation”

Why Access Sacramento?

- 25 years of community media experience
- Thousands of participants County-wide
- Existing infrastructure to build upon
- Partners with Bee, Comcast, & Sac Press
- Trusted media friend to diverse communities
- Support of academic and political leaders
- Partner with TheRapidian.org
- Currently building AccessLocal.tv

How Will Bureau's Change Local News

- Train hundreds of community reporters
- Intro “relevant” Internet usage to underserved
- Increase breadth of “hyper-local news”
- Create AccessLocal.tv as unique local news site
- Provide “blogs” for leaders & constituents
- Empower Teen leaders & media forums
- Collaborate with all interested local media

Why a New Website?

Designed to seamlessly receive “community”
video, photos, blogs and “tweets”

Easy to post local content – easy to find content

Read daily by professional Journalists for “leads”

Attractive for business online ads & Google ads

Bi-lingual design – English & Spanish



AccessLocal.TV

Five Trusted NPO & CBO Partners Offer Training to Local “Voices”

- Asian Resource Center... NPO serves Asian community (training, youth, health) since 1980
- La Familia Counseling Center ... multi-cultural NPO counseling to low income, at-risk families & teens
- Meadowview (Pannell) Community Center... 20 computer workstations, Sac Parks and Rec
- Florin Creek Community Center... Teen center, broadband connected, Southgate Parks & Rec
- Valley High Library... State-of-art library and computer work stations, Sac County Libraries

Training the NNB Trainers

- Each training site identifies 2-4 “trainers”
- Access Sacramento “trains the trainers”
- Each site hosts 4 hour session per week
- Adults (“Mavens”) share “networking” & content
- Youth (“Connectors”) use tech skills & content
- Each site averages 3-7 new “stories” per week
- Content & “conversation” spreads to others
- “Viral content epidemic” using computers, cell phones, cameras, etc. creates “Tipping Point”

Marketing AccessLocal.tv

- Local - Access Sacramento cable TV and radio
- World - “Stream” video and audio on Internet
- Commercial media help – Bee, Sac Press, etc.
- Aggregate local digital media to “AccessLocal.tv”
- Education – CSUS, UC Davis, Los Rios, teens
- Train local leaders to “blog” with constituents
- Promo help from (“Salespeople”) cell providers
- Grow content from other County communities

Orchestrating “The Tipping Point”

- Capital investment creates the architecture
- AccessLocal.tv provides the Internet “platform”
- “Train the trainers” = empower 5 communities
- Weekly sessions train “community reporters”
- Youth provide “skills, stories & vitality”
- Adults provide “skills, stories, & networking”
- “Fresh” local conversation daily = “tipping point”
- Digital “epidemic” is spread by cell phones
- Model is supported with business community \$\$